

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Marilyn Finnemore, Mark Lore, Steve Maclin, Andrea Smith, and Scott Spriggs. Downtown Manager Jennifer Bell.

Absent: Susan Drew.

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

- Scott Dawson thanked Marilyn Finnemore for her service on the OTDB since September 2007 and presented her with a small gift.

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - Expenditures Report – no comments.
 - Website Improvements – updated and made mobile friendly about a year ago. Presented several statistics comparing 2014 vs. 2015 in regards to mobile sessions and overall use. Jan 1-Jun 13 (new mobile website launch) in 2014 vs. 2015, 72.58% increase in mobile sessions. (44,549 vs, 25,184). Overall, website use has increased and significantly increased since becoming mobile friendly.
 - Mobile App. Discussed at last meeting. Now have statistics. **Action Item:** Scott Spriggs volunteered to review the information and recommend changes.
- Vice-Chairperson's Report – Cory Garman
 - OTDB Committee Chairs – Design Committee needs a chair. Invite members to join or lead committees. Will discuss at the retreat on November 5.

➤ **Standing Committee Reports**

- Economic Restructuring – David Cavallaro
 - Greatness Program has 34 businesses signed up, 13 of which are eateries. Breakdown of funds spent: \$11,000 on radio (Winc/iHeart), \$3,300 at movie theater for ad that runs before every movie on every screen, \$1000 video production for movie theater, \$2070 shop/dine video for google and other search engines. Balance of \$2,630.00 At least \$300 will go to check presenters/marketing cards at restaurants and shops. 5000 pieces. May double order. About \$2000.00 left. First workshop held today. Social media/website. "Doing Business in a GAFA World".
- Organization – Andrea Smith
 - Did not meet. Will meet before the retreat.
- Design – Cory Garman
 - Did not meet. Need a committee chair.
- Promotions – Mark Lore
 - Met. Discussed events of late summer because did not meet in August. Big events did well. Saturday tailgate had rain. Friday well attended. Sunday Concerts had 50-60 people attend. Last year all Jazz, this year Jazz, Country, and other styles, possibly move to non-music events as well next year. Upcoming events are OctoBeer Fest, Spooktacular on Oct. 24, Halloween event on Oct. 31 at last farmers market. Discussed some of what the Ad Hoc Committee has been working on for the RFP. Shopping & Dining Guide moving along.
 - Marketing Strategy Update from Scott Spriggs. Will bring some materials on marketing plan to the retreat. Greatness Program, Events Contract. Shape together branding and marketing. A piece is to attract audience outside of the area and niche markets.

- Special Events Contract Ad Hoc Committee – Cory Garman
 - Recapped research. Likes/dislikes from other municipalities. Working on draft of recommended changes to the RFP to review at the next meeting on October 7 at 8 a.m. in Council Chambers.

➤ **Downtown Manager's Updates – Jennifer Bell**

- July FNL Report. No questions or comments, can also email Jennifer.
- Attended the VMS Toolkit conference. New tourism director was a presenter. Story you tell and using your brand. Presentation on benefits of Main Street program. State and national program. Discussed volunteers, from background checks and training to liability concerns when working with volunteers. Discussed complaints are a gift. Opportunity to see how others see your business/downtown. Discussed statistics from Bureau of Labor Statistics looking at the benefit to a downtown economy of rented upfloor housing units. Importance of mixed-use development. Contribute to shopping and dining base downtown, entertainment, personal services. 2014, \$28,000 impact for 1 upper floor housing unit. Jennifer offered to share the full presentations if requested.
- Presented at the DesignDC conference on a panel about the walking mall.
- Attended VDDA workshop about artisan businesses in downtown areas.
- Participated in a VMS Leadership meeting regarding changes in national level accreditation. Higher standards and expectations to keep accreditation.
- Upcoming Events. Volunteers needed for Spooktacular on Oct. 24 and helping plan and assist at last farmers market day on Oct. 31. October Fest event have been broadened this year. Flash mob, costume contest, etc.
- New designer for Shopping & Dining Guide. Trying a different cover style for this edition. Back to collage style for the spring.
- Holiday postcard with dates of events.
- Board Retreat. Request members block as much time as possible. Public welcome to attend. Official meeting will be at the end of the retreat. Kyle from VMS will facilitate. Think of priorities for the year ahead. Will create a budget draft for December meeting based on priorities.
- Art Scape. Brochures available. Jennifer will meet with Shenandoah Arts Council tomorrow to discuss program.
- Distributed updated by-laws and member list for binders. Vacant owner/operator position as Marilyn rotates off at the end of October.

➤ **Old Business - None.**

➤ **New Business - None.**

➤ **Public Comments**

- Christine Germeyer
 - Thanked the board for support of First Night Winchester. Distributed First Find Scavenger Hunt postcard.
 - Distributed OTWBA City Paper. Monthly paper paid for by ads. No upfront cost. Getting positive feedback. Available at downtown businesses and yellow boxes along the mall. Scott Spriggs requested details.
- City Manager Eden Freeman
 - Thanked the board for interest and input on the special events contract. If have specific deliverables that would like in the contract, not the terms of the contract, but specific deliverables that you would like to see in the scope of work, please submit those as soon as possible. RFP out early next year. Cory said goal is to have information finalized at the board retreat.
- Derek Gomes from Winchester Star
 - Has been promoted to the night editing desk. Will not be on the beat anymore. Onofrio Castiglia will be transferring to the city desk covering OTDB meetings.

Motion to adjourn. Seconded. Unanimously approved. Adjournment 6:16 p.m.

Next meeting – **Thursday, November 5, 2015 at 2:30 p.m. in the Garden Room at the George Washington Hotel, 103 E. Piccadilly Street, Winchester.** The official business meeting follows the annual retreat at 10 a.m.